FoodStuff

A Business Plan Presented to the

Faculty of Senior High School

STI College Caloocan

In Partial Fulfillment of the Requirements for

Senior High School

Information Communication and Technology

in Mobile App and Web Development

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Chapter I

A. Introduction

FoodStuff was established in December 2019. This company was founded to develop exciting and educational games that can help people to lessen their stress while playing it and to provide a leisure activity that will give them satisfaction as well as knowledge in our different Filipino dishes we have. The tagline "The Flavor of Pinoy Nature" was extracted from the idea of our main product which is to develop games that will exhibit the vast culture of Filipino cuisine. Nowadays, most of the games on mobiles are arcade, casual games that are only time killer or mostly cooking management game. Our game applications are focused on games that will promote our culture in terms of cuisines and can satisfy every player's happiness to help them have new ideas on different foods that they will play. In our company, we decided to create an adventure games that represents Filipino foods. But instead of the typical type adventure games that we play, we will create a food related adventure game. Our product was made for everyone and its purpose is to educate people about the vast culture of Filipino cuisine. In this way, the users are enjoying without forgetting our culture. Other than that, our company will produce other applications that will surely help every Filipinos' everyday living.

B. Name of the Company and Nature of Business

Our company named FoodStuff came from the concept of our product games that focused on food related games which is different from the other company. Our team brainstormed to build our company name and we end up creating FoodStuff. We created this company to entertain people while gaining knowledge from the games we make.

C. Business Logo and Tagline

In our logo, we use the burger as the base of our logo. The delicious burger in our logo symbolizes the focus of our company and the products we are going to make, which is a food related games. Burgers are comfort – food and just like our games it can feel or put you at ease when you play it. We are going to develop and release in the industry. The colors that we use are simple but yet appealing to the masses. The tagline "Flavor of Pinoy Nature" we thought of after we discuss what games we are trying to develop. We thought that there is a lack of games that the theme is based on Filipino culture that's why we thought of making one, also the idea of making a food related gamea came into our ideas because it is a genre that everyone will love and enjoy.

D. Mission and Vision

Mission

We are group of innovators that has outrageous thinking which inspires to create games. We are building a company that thinks about our player's experience. After many years, we will be a company where amazing mind thrive. We dream big and together we will contribute to the ever – changing gaming industry.

Vision

To generate the most astonishing educational games that will surely satisfy the world's excitement and happiness.

E. Company Objectives

•   To support our own culture in terms of cuisines.

•   To provide better customer service.

•   To be productive of people and resources.

•   To entertain people.

•   To be proud of what we have in our own country.

F. Feasibility

a. Market Aspect

This part of the study will discuss the marketing aspects of the business. The marketing aspect will cover the following topics: food – related and Filipino Cuisine. In order to make the company successful, the development of the products should be given time and effort to make. The proponent of this kind of business is to have a creative and innovative way of thinking to be able to provide a high-quality product into the market.

The strategy that our company will execute to make our product catchy and popular, we will establish a booth with designs that is related to the game and attractive to the potential customers. We will also create a website that will show about our company and offered products and services. Our company will prepare some gift for the first 20 players that will buy our game and if possible we will play a video of the preview of the game in a TV screen so that the people that are interested in our product will know what our game is and have a background on how to play and how exciting is the game.

b. Technical Aspect

Unity is the engine that we will use to develop and create our game. We will start creating our main characters and assets by using Adobe Photoshop and other 2d modelling software. We will also search on the internet on what sfx sounds that we will be using to make the game more interesting. Then we will start making the platform or the appearance of the game on February 2020. As the developers, we will surely do our best to make our application the number one cooking game in the industry. Predominantly, a computer will be used as the main platform in creating the game with a specs of 16 gb ram and GTX 1650 as a video card. A cord or connector will also be used to enable a connection between the computer and a mobile phone since it will be used to test our application to find the possible problems and lapses of the game; a laptop for back up or for researching ideas and as well as the internet for research purposes.

c. Management Aspect

This part of the study tackles about the management and organizational arrangement of the business. The management should have a clear identification, duties and responsibilities of each, and everyone involve in the company. This contains the organizational chart and the qualifications of all the people involved in the structure of the business. Each people must be appointed in their specialties to have an efficient work. To attain this the management must plan all the activities for the company to become productive and make the business prosper. The C.E.O of the company is Francinelle Dumpa, the I.T developers head is Mark Samonte and the specialists are Cayce Evangelista and Jayson Naperi, the Graphic Designers head is Clint Jairus Bon and the specialists are Jenille Erodias and Aloysius Mariano, the Researchers head is Arwin Dy and the specialists are Ivan Gumban and Ervin Obidosa.

d. Financial Aspect

As a starting business, the business owners will provide the startup money that cost ₱660,000. The capital will be divided by the operating expenses needed in the business: salaries expense, rent expense, utility expense, and organization expense. Assets such as laptops could also get in the capital. The laptop that used to create the game apps of the company. Third-party provider like banks will be present if the business becomes successful that could result in some updates with the app and expansion of stalls. And our target income will be 5 million and each of us will receive the money based on the articles of partnership.

G. Limitation of the Project

This project will focused on generating educational and entertaining game application specifically on cooking games which will exhibit Filipino cuisines that can help players to gain knowledge about cooking and our culture.

Chapter II

A. Business Organization

Form of Ownership

The type of business will be partnership in which partners invest their money and other resources and share the profits and losses in accordance to the agreement. The said agreement states to share the associated risks and rewards equally. Mutual support is needed in this kind of ownership for the business to last longer. General Partners are Francinelle Dumpa, Clint Jairus Bon, Mark Samonte, Arwin Dy, Jenille Erodias, Cayce Evangelista and Ivan Gumban. The Limited Partners are Jayson Naperi, Ervin Obidosa and Aloysius Mariano.

B. Company Structure

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**C. Project timetable**

CHAPTER III

A. Industry Background

According to ironsrc.com, in 2019, global mobile game revenue grew to $68.5. Newzoo estimates that by the end of 2020, that number will hit $76.7B – a 12% increase. With a near year right around the corner. According to Sensor Tower, in Q3 2019, out of the 792k publishers on both Apple's App Store and Google Play, 108k of them are game publishers. That's close to 15% today, mobile games account for 33% of all app downloads, 74% of consumer spend and 10% of all time spent – in – app. We can say that the mobile gaming industry is growing and there's a higher chance of our product to become successful if we get right into the trend. Kusinoy and KusinangIna are series of cooking games developed and published by the foodstuff company. The games are typically focuses on fast-food restaurant and the theme of it is Filipino Cuisine. Where the player is given a task to complete by giving the orders of the customer. In order to run the game smoothly, it required a minimum specification for the device. The android version has to be 4.4 or higher and also it needs at least 1 GB free ram to run the game. The possible updates for the games if it became successful. We will add another content like dishes from the other province and as downloadable content and also update and improve the mechanics of the game. For example, we could add an "upgrade" system where you can upgrade the dish to increase its value and gain a higher score.

A. Competition Analysis

Characteristics	PoodRun	PoodFrenzy	Fishing Time	Sea Scape
Price	5	5	5	5
Online / Offline	Offline	Offline	Offline	Offline
Account	No Account Needed	No Account Needed	No Account Needed	No Account Needed
Single Player / Multiplayer	Single Player	Single Player	Single Player	Single Player
Micro transaction Included	No Micro transactions	No Micro transactions	No Micro transactions	No Micro transactions
Minimum Android Version	KitKat	KitKat	Marshmallow	Marshmallow

| Minimum Specs of Android Device	1 Gb Ram 180mb Rom	1 Gb Ram 80mb Rom	1gb Ram 500mb Rom	1gb Ram 500mb Rom

B. Marketing Research
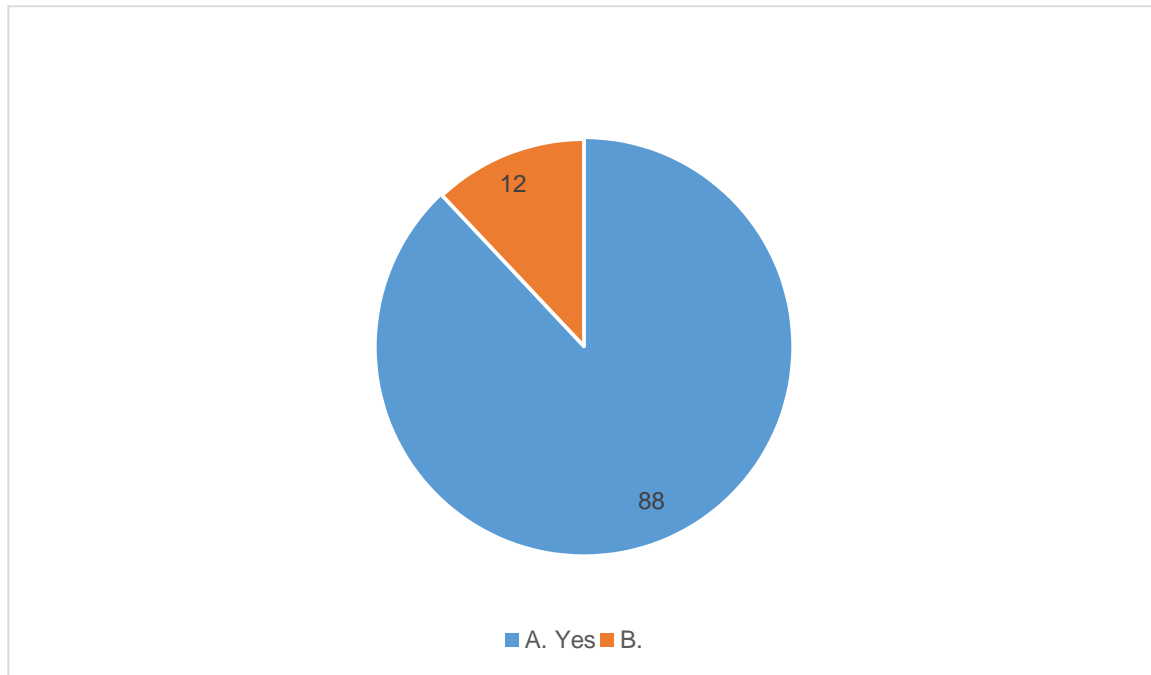
1. Based on the survey about people who like playing mobile games. 88% said that they like playing mobile games and 12% didn't like to play mobile games.
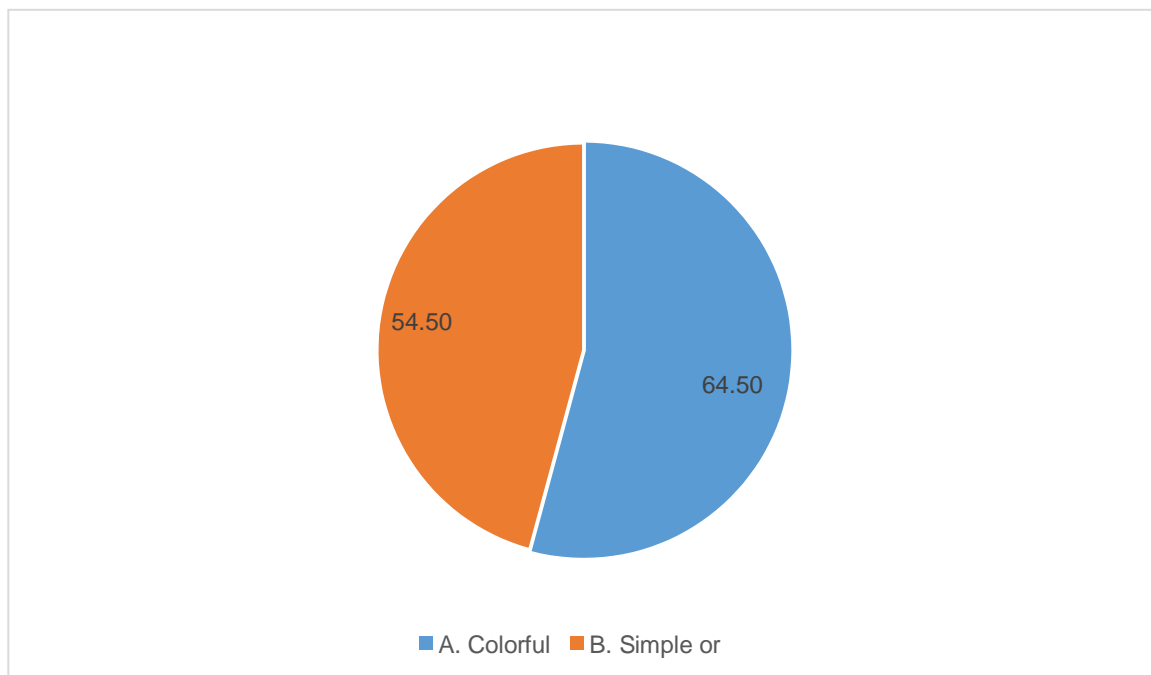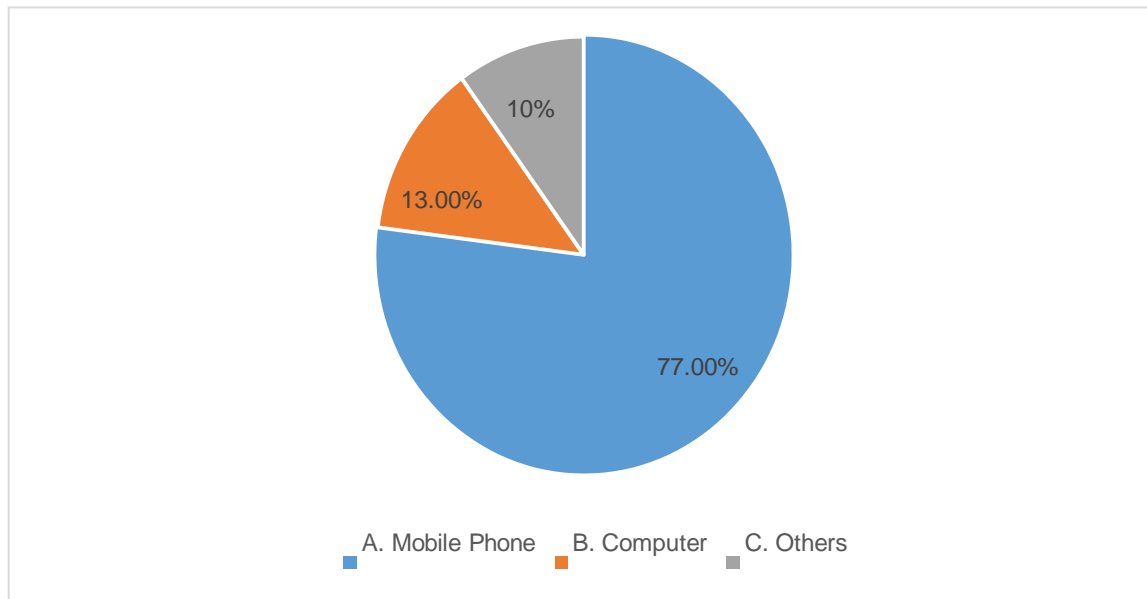

2. Based on the survey about what type of game they want. 64.50% said that they want a colorful game and the 54.50% said that they just want a Simple or Plain game.

A. Yes **B. No**
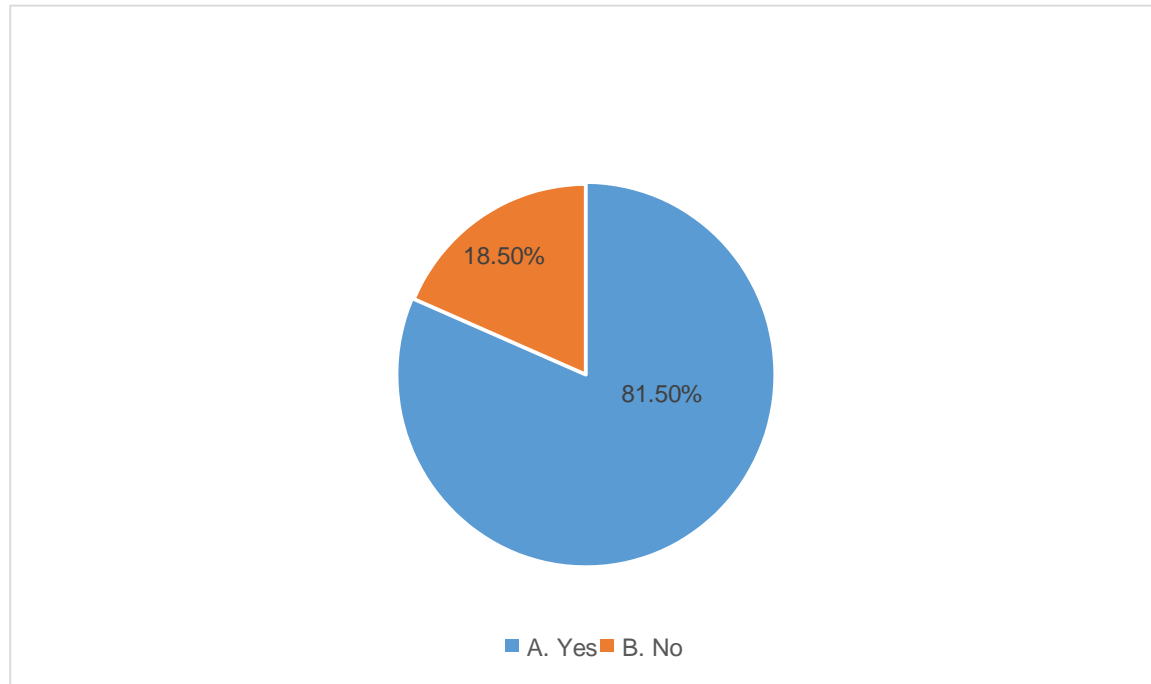
3. Based on the survey 81.50% said that they want a friend to compete and 18.50% said that they don't want.

A. Cooking **B. Role Playing** **C.**
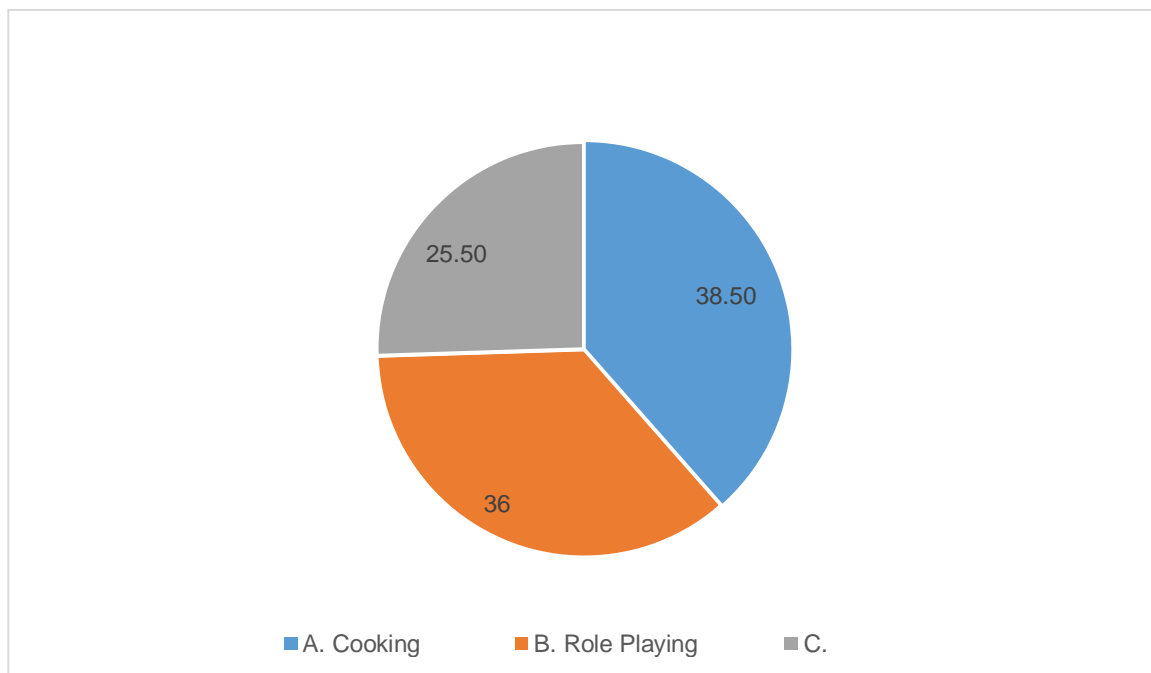
4. Based on the survey about the type of game. 38.50% said that they like cooking games, 36% said that they want a role playing games and 25.50% voted for others.

5. Based on the survey about what device they own. 77% said that they have a mobile phone, 13% said that they own a computer and 10% voted for others.
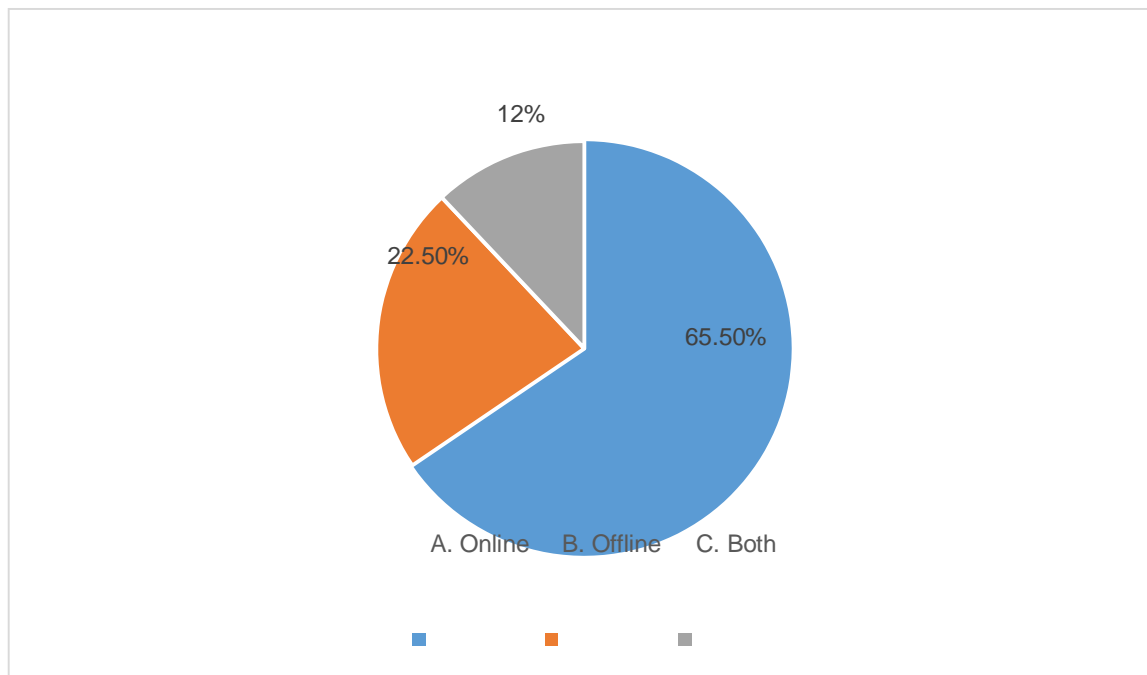
6. Based on the survey about online or offline games. 65.50% said that they want online games, 22.50 % said that they want offline games and 12% voted for both.

A. 1 - 3 Days   B. 4 - 5 Days   C. 6 - 7
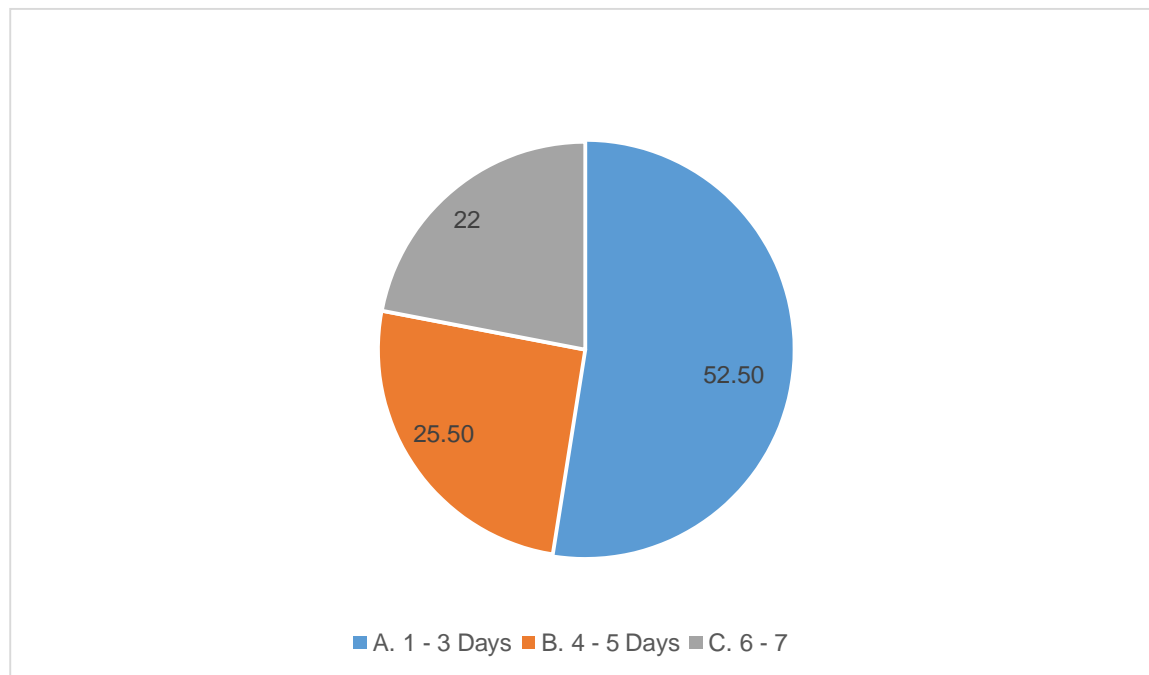
7. Based on the survey about how many days do you play games in one week, 52.5% said that

They play 1 – 3 days in a week, 25.5% said that they play 4 – 5 days in a week and 22% said that they play 6 – 7 days in a week.

27.50%

39.50%

33%

A. 1 - 2 Hours   B. 3 - 4 Hours   C. Others
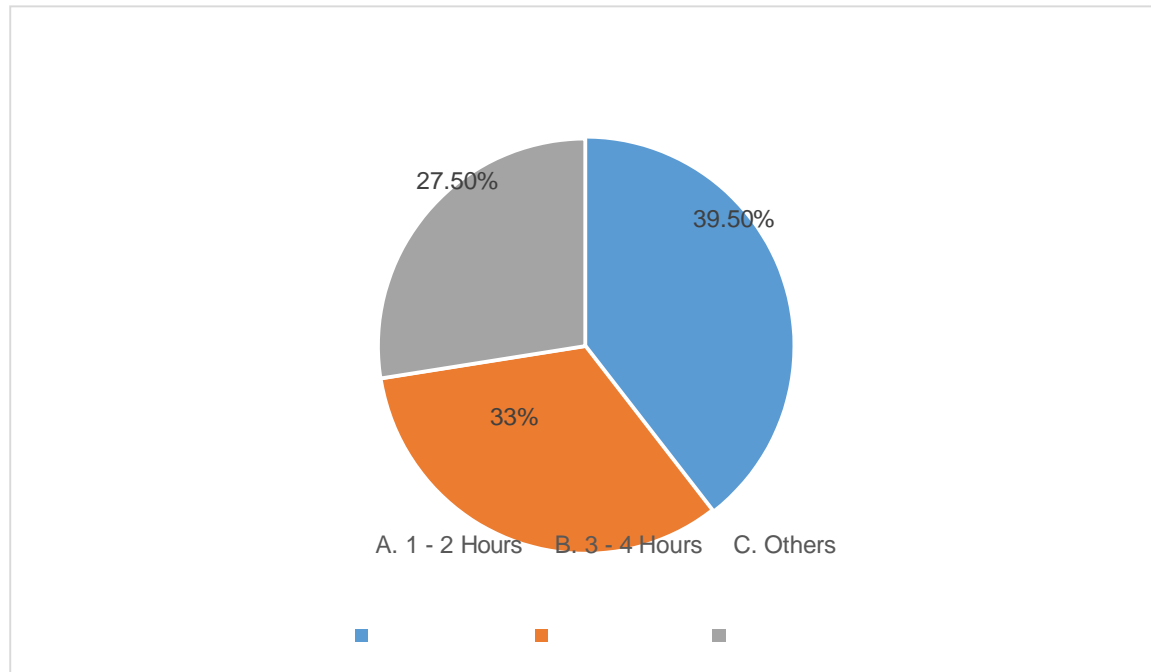
8. Based on the survey about how many hours can you spend on a game for one day, 39.5% said that they play 1 – 2 hours in a day, 33% said that they play 3 – 4 hours in a day and 27.5% voted for others.

44.50%

55.50%

A. Yes   B. No
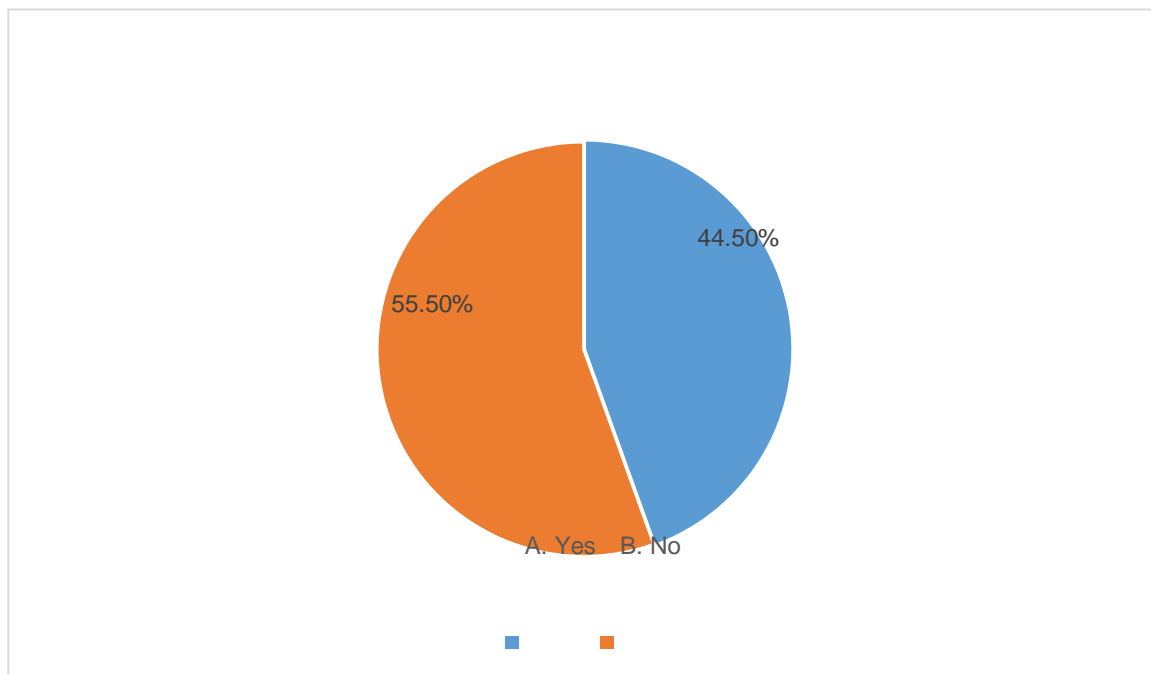
9. Based on the survey about Micro Transactions 55.50% said that they want a Micro Transactions while the 44.5% said no.
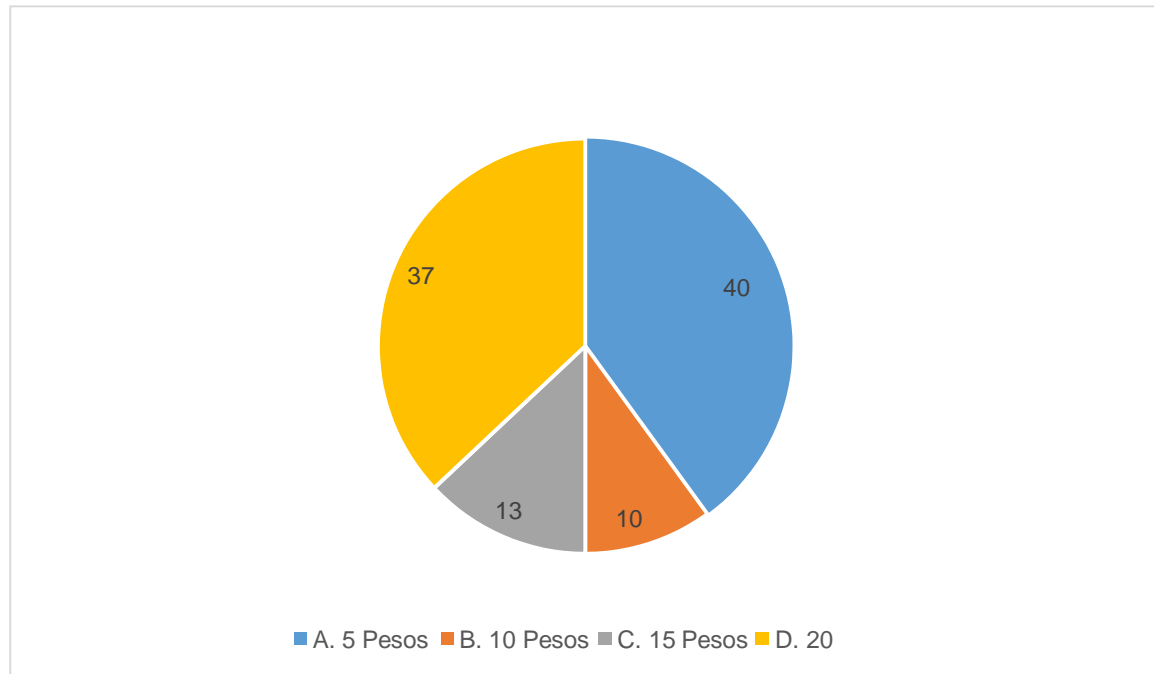
10. Based on the survey about on how much would you spend for a game, 40% said 5 pesos, 37% said 20 pesos, 13% said 15 pesos and 10% said 10 pesos.

C. Market Program

We will deploy three different marketing tactics to increase customer awareness of our company FoodStuff. Our most important tactic will be "Booth". This will be most effective of our marketing program to get attention to the people. The second will be "Prizes and Gifts". This will be low-budget plans that will provide community support and awareness of our facility. The last marketing effort will be "Social Media". This will be used sprangly as a supplement where necessary

A. Booth

There are many ways on how to attract consumers and one of those ways are putting up a booth. Making an outdoor signage that help us revitalize a sign's purpose and impact. It will also create a great and strong impressions within target consumers that leads to higher sales and later on can win consumers' loyalty.

B. Handbill

Foodstuff will provide a flyers and poster and it will includes information about what prizes and gifts the company will offers. The company will set up some present for the first 20 players that will purchase our game.

C. Social Media

Foodstuff will create "FoodStuff" group on a Facebook. A post with a link to your website. The facebook page will be post about our company, offered products, services, and the preview of our game.

Chapter IV

A. Product Description

PoodRun

Description:

PoodRun is an endless running game where you have to dodge obstacles to make further into the game.as the game progress,the health of the player will decrease and the game will also go faster.the player must need to collect the filipino dishes scattered across the map to regain the health that the player lost. The game will be over if the hp has reduced to 0 or the player didn't dodge one of the obstacles.

Game Mechanics (PoodRun):

1. Open the application.

2. After opening the application, the main menu will popup. Click start.

3. After clicking start, the app will load into the game.

4. The customer character will move along the screen, with their own order and their waiting time.

5. The user must drag the appropriate order to the customer.

6. If the user dragged the correct order, the score will add up.

7. If the user dragged the wrong order, the lives will be diminished by 1.

8. The game will be over if there will be 0 life.

PoodFrenzy

Description:

Poodfrenzy is a game which gives knowledge between healthy foods and junk foods.

This game is about the different viand of the Filipino Cuisine.

Game Mechanics (PoodFrenzy):

1. Open the application.

2. After opening the application, the main menu will popup. Click start.

3. After clicking the start button, the app will load into the game.

4. The character will pop up at the bottom of the screen.

5. The food and the junk food will fall down on the screen and the user must catch it.

6. If the user catch the food, the score will add up.

7. If the user catch the junk food, the game will be over.

B. Production Process
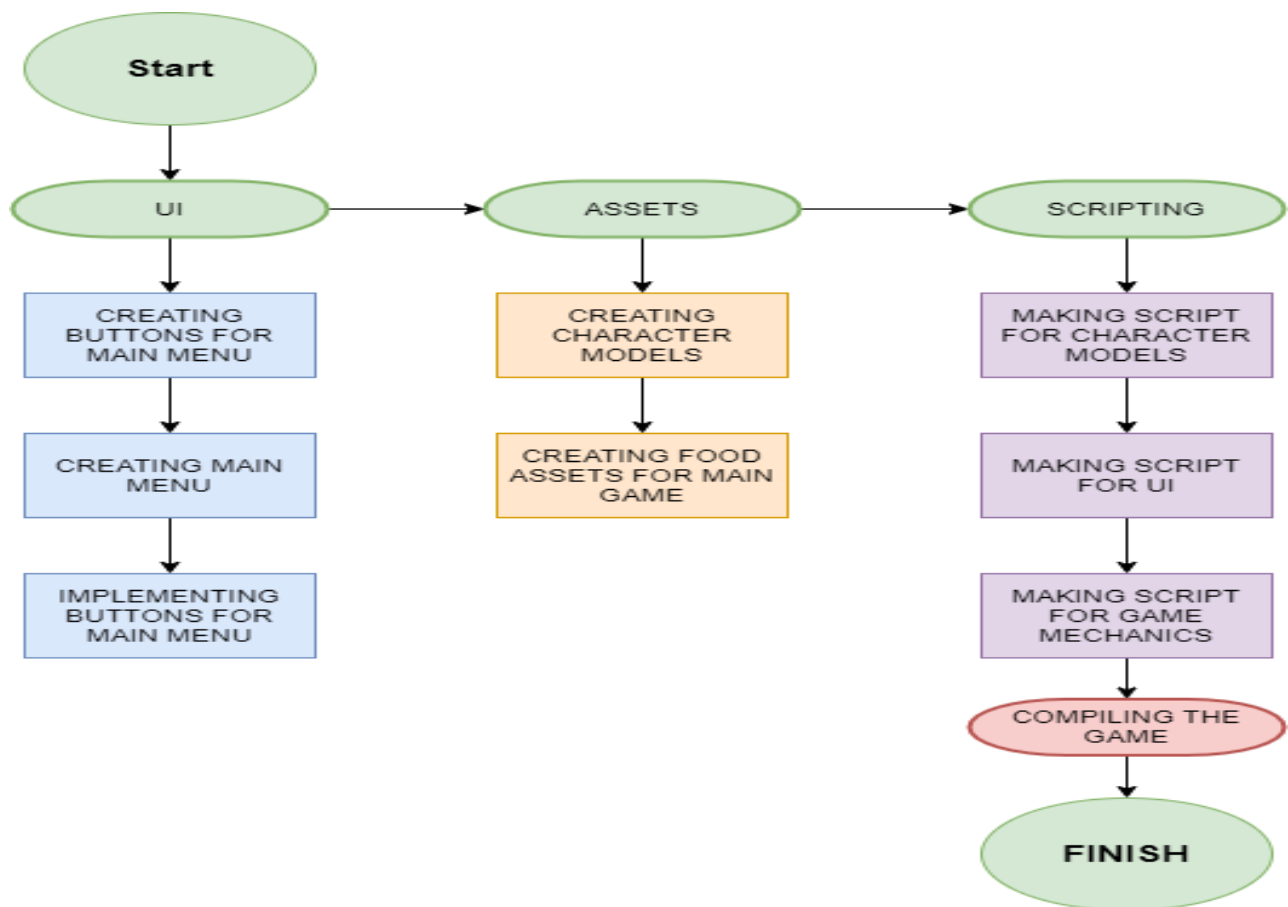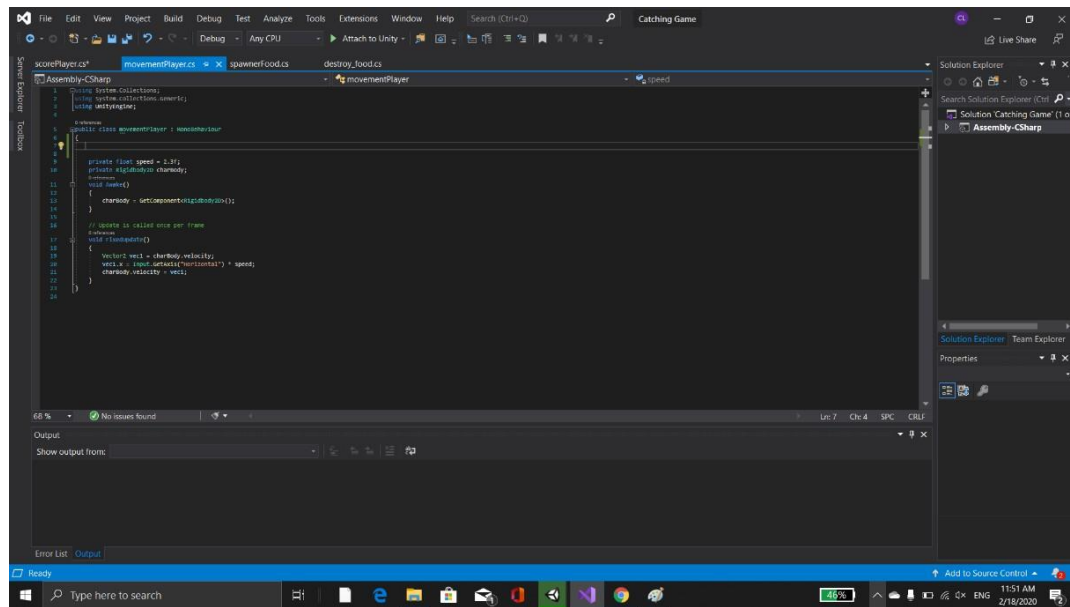
1. Layout of the game.

2. Creating the assets.
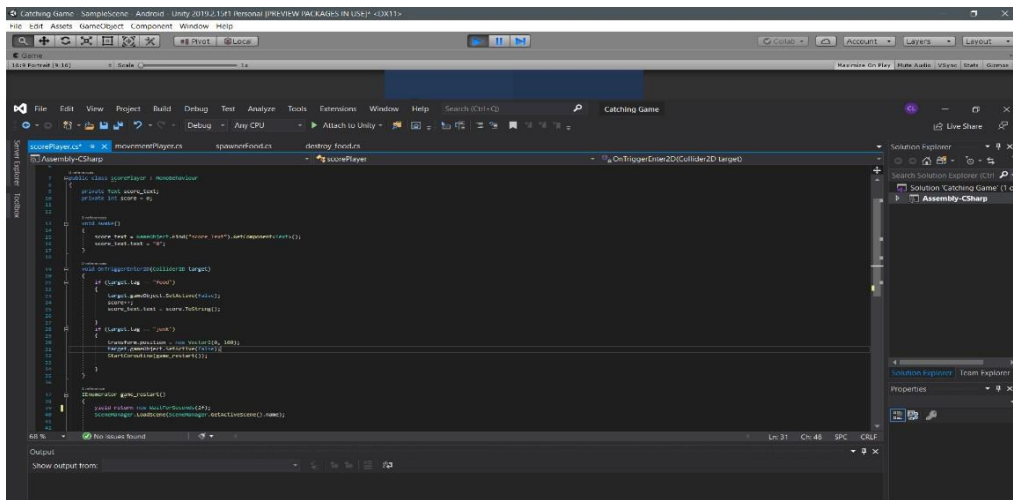
3. Function of the game.
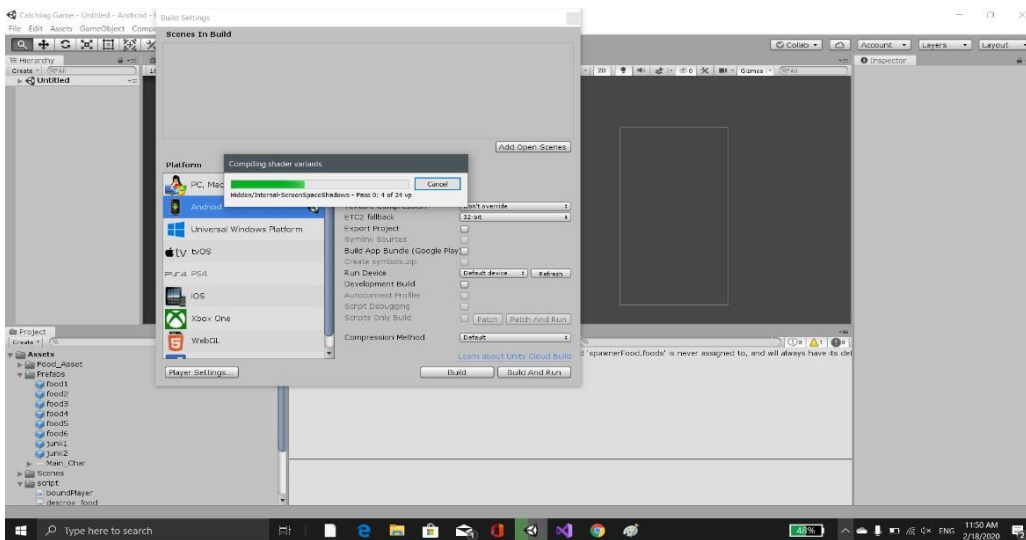
4. Building the apk.

C. Sources and cost of Raw Materials

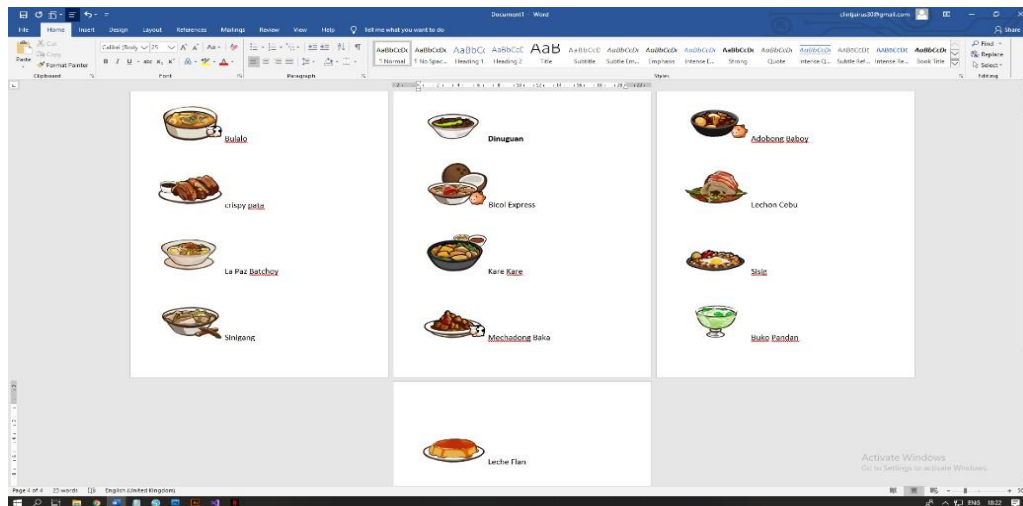| Raw Material	Supplier	Quantity	Total Cost
Computer 1			
CPU – AMD RYZEN 5	PC EXPRESS	1	8, 050
MSI Tomahawk Max	PC EXPRESS	1	6, 950
Ram Kingston 8GB	PC EXPRESS	2	3, 600
HD – SGTE 1 TB	PC EXPRESS	1	2, 100
Thermal Take Toughpower	PC EXPRESS	1	4, 100
HKC Monitor 27inch	PC EXPRESS	1	7, 900
Converge(Internet)	PC EXPRESS	1	1, 299
Computer 2			
CPU – AMD Ryzen 5	PC EXPRESS	1	8, 050
Hyper X 4 Gb RAM	PC EXPRESS	2	3, 700
AMD RADEON RX 590	PC EXPRESS	1	10, 000
PHILIPS Curve Monitor	PC EXPRESS	1	12, 000
Printer Epson L120	PC EXPRESS	1	5, 000
Glossy Paper	National Book Store	1 rim	400
Booth			
Tarpaulin	Navotas Area	1	120
Table Cloth	Malabon (Bayan)	1	200
Poster	(National BookStore)	5	250
Crepe Paper	Pandayan	5	100

D. Job Description

Position: General Manager

Job Specifications:

- 3 years as hotel sales manager

- Branded hotel background an advantage

- Understanding of golf/racing/spa sales an advantage

Skills:

- High quality sales skills

 - Good communicator

- Works well under pressure

- Influencing skills

- Organized and efficient

- Negotiating skills

Job Description: Tasked with overseeing daily business activities, improving overall business functions, training heads of departments, managing budgets, developing strategic plans, creating policies, and communicating business goals.

Position: Graphic Designer

Job Specifications:

- Proven graphic designing experience

- A strong portfolio of illustrations or other graphics

- Familiarity with design software and technologies (such as InDesign, Illustrator, Dreamweaver, Photoshop)

- A keen eye for aesthetics and details

 - Excellent communication skills

- Ability to work methodically and meet deadlines

- Degree in Design, Fine Arts or related field is a plus

Job Description: Graphic design manager are senior level employees in an organization who supervise a team and oversee the creation of design, concept and layouts. The job of graphic designing requires special skills and abilities to create visual presentations or imagery with the aim of communicating a message to the target audience.

Position: Graphic Designer Specialist

Job Specifications:

- Proven graphic designing experience

- A strong portfolio of illustrations or other graphics

- Familiarity with design software and technologies (such as InDesign, Illustrator, Dreamweaver and Photoshop)

- A keen eye for aesthetics and details

 -   Excellent communication skills

- Ability to work methodically and meet deadlines

 -   Degree in Design, Fine Arts or related field is a plus

Job Description: Publishing or advertising for print or the Internet would not be effective without the input from graphic design specialists. A graphic design specialist's understanding and use of combinations of art, words, and color can be applied to designing advertisements, enhancing Web pages, and developing print content. Keep reading to learn more about the different specialties you could pursue. Schools offering Graphic Design degrees can also be found in these popular choices.

Position: Research and Development

Job Specifications:

- A university course engineering, science, medicine, healthcare, mathematics 2 to 3 A levels, or equivalent, for a degree

- A degree in a relevant subject for postgraduate study

- Excellent verbal communication skills thinking and reasoning skills

- The ability to read English to be thorough and pay attention to detail

- Math knowledge

- Analytical thinking skills

- The ability to use your initiative

 - Active listening skills

- To be able to carry out basic tasks on a computer or hand-held device

Job Description: A research and development (R&D) manager performs a number of highly important roles within an organization. They are responsible for research, planning, and implementing new programs and protocols into their company or organization and overseeing the development of new products.

Position: Research and Development Staff

Job Specifications:

- A university course engineering, science, medicine, healthcare, mathematics 2 to 3 A levels, or equivalent, for a degree

- A degree in a relevant subject for postgraduate study

- Excellent verbal communication skill thinking and reasoning skills

  - The ability to read English to be thorough and pay attention to detail

- Math knowledge

- Analytical thinking skills

- The ability to use your initiative

- Active listening skills

- To be able to carry out basic tasks on a computer or hand-held device

Job Description: Research, design and evaluate materials, assemblies, processes and equipment. Suggest training tools to enhance employee performance and skill development. Develop concepts, products and solutions by working with company business units.

Position: Game Developer Manager / Game Developer

Job Specifications:

- Can work with 2D and 3D design tools to create game assets and implement existing assets into the game

- Can write code in Java, C+, C++, Python, Swift, JavaScript, or other programming languages

- Can analyze the requirements their employers give them to determine how to implement designs and write code for a functional game

- Can think critically to solve problems when debugging problematic game code, optimizing game performance, and turning their design ideas into code

- Can collaborate with game designers and other developers to complete projects successfully and on time requires an organized person

Job Description: Game developers work on teams to plan, design, and produce video games for computers, mobile devices, or game consoles. Their work involves creating visual content for the game and writing code to implement all the game's features and functionality. This career requires a background in software development and mathematics and the ability to collaborate well with others to accomplish project goals. While many work full-time hours in game studios or at software companies, opportunities exist for game developers who prefer to work remotely or to self-publish their games online as independent developers.

Chapter V
Financial Requirements

A. Startup Expenses and Funding Requirements

Startup Expenses	
Legal	₱8,000.00
Logo and Promotional Materials	₱14,899.00
Rent	₱112,000.00
Payroll	₱291,580.00
Computer and others Equipment	₱86,741.00
Bills	₱ 7,000.00
Total Startup Expenses	₱520,220.00

Startup Assets	
Cash Required	₱60,000
Long Term Assets	₱50,000
Total Assets	₱110,000
Total Startup Requirements	₱630,220.00

Startup Funding Liabilities	
Accounts Payabale (Outstanding Bills)	₱120,000.00
Notes Payable	₱100,000.00
Long Term Liabilities	₱240,000.00
Total Liabilities Capital	₱460,000.00
Owner	₱100,000.00
Investors	₱100,000.00
Total Capital	₱200,000.00
Total Startup Funding	₱660,000.00

Chapter VI

A. CSR Program

Responsibilities and Accountabilities to the Employees

Our company benefits the employee by giving them a work, a decent pay that helps them to get their daily needs. It also helps employee by giving them a more dynamic workplace to improve their skills.

Responsibilities and Accountabilities to the Government

Our games can contribute and help to our government by abiding the laws of the constitution and contribute to the economy of our country by paying taxes.

Responsibilities and Accountabilities to the Consumers

Our games can help students to gain knowledge about our culture especially in Filipino Cuisine which is the main idea of the games that we will create and develop.

Responsibilities and Accountabilities to the General Public

The games and services that we offer can benefit the people by providing entertainment to them and new learnings.

Responsibilities and Accountabilities to the Environment

Our games and services can benefit the environment by developing games that can entertain people and also divert them from doing other activities such as drugs and other vices that can harm our environment.